

Zkhiphani (what's happening) with M&N Brands' M&N Entertainment launch

M&N Brands, the holding company that owns Avatar JHB, Avatar CPT, Avatar Media Agency, Avatar PR, Mela Events and Bozza has hit 2019 running with the establishment of M&N Entertainment and its acquisition of online youth entertainment portal, Zkhiphani.com.



Group CEO of M&N Brands Zibusiso Mkhwanazi says the M&N Entertainment division will house all the TV and content publishing business, including their latest acquisition: “Zkhiphani celebrates their 10 year anniversary in April, and we are thrilled to be part of the next chapter of their success story.”



Zkhiphani founders defy conventional wisdom, launch print after online media

17 Jun 2016



Zkhiphani was established a decade ago by then students Andile Mathobela (journalist, now editor-in-chief of the publication), Ally Fathana (graphic designer) and Bonga Mpungose (sales).

Loosely translated, Zkhiphani means 'what's happening'. The three founders have worked hard at creating an online magazine that has become one of the hottest destinations online for news, music, trends and social happenings, with approximately 100,000 visitors per month.

“Over and above the visitors we get to the site, we also have a collective social media following of 2,7m impressions, which really puts us at the forefront of South African youth culture,” says Mathobela. “Our payoff line is ‘we are what’s happening’ and our team of nine people keep our brand relevant and impactful.”

“We are very excited about this partnership. After 10 years of independence in the game, we feel that we have to take things to the next level by partnering with like-minded game changers like Zibusiso Mkhwanazi and Veli Ngubane (co-

founders of M&N Brands) who have built amazing businesses in the digital and advertising space in recent years. We are confident that they will take Zkhiphani.com to a whole new level. ”



M&C Saatchi and M&N Brands part to grow independently

Jessica Tennant 28 Aug 2018



For Mkhwanazi, the attraction was the tenacity of the young founders who've built a truly remarkable business. "M&N Brands is about value-adding partnerships, and we believe we can combine resources to accelerate the portal's growth, and provide advertisers with competitive offerings to better engage with young people in South Africa. I am especially excited about further investing in online publishing with the long-term goal to consolidate our online sites into a video on-demand service for Africans by Africans."

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